

Request for Qualifications: Civic Design Lead (non City Employee, consultant)

Overview

Around the world, cities are bringing the practice of innovation into government to address the most pressing urban challenges and to improve the quality of life for residents. The City of Long Beach is home to an Innovation Team (i-team) that deploys a range of strategies, including quantitative and qualitative research through a design-based approach to bring greater clarity and new solutions to the city's most pressing problems.

The innovation team, multidisciplinary staff, is cultivating a culture of innovation in the city by tackling hard-to-solve public challenges in collaboration with government and community stakeholders to develop, test, and implement solutions that directly impact resident's daily experiences. The i-team 2017 priority is public safety. The i-team will work directly with the Police Department and community stakeholders to find innovative ways to improve public safety for those who live, work, and play in Long Beach.

The Long Beach i-team is seeking a highly qualified Civic Designer Lead (non-employee contractor) to bring design-based innovation expertise and creativity to the team's work, with a specific focus on co-creation, research, data synthesis, idea generation, and prototyping. This job is not for the average designer – we are looking for a unique designer who is truly dedicated to bringing change into the world by working to change the culture of government.

The Role

The ideal Civic Designer Lead believes in the power of cities – and city government – to dramatically improve the lives of people. The designer will be uniquely positioned to bring design-based innovation into policy-making and system improvement. They will push their partners in city government out of their comfort zone to disrupt the notion of what is possible, tap into new perspectives, and restlessly search for innovative solutions that address the root causes of the problem being examined.

The Civic Designer Lead consultant will help grow the capacity of i-team members to think and apply a human-centered design lens to public sector innovation. Successful candidates for the Civic Designer Lead will have a strong ability to work and think creatively about challenges facing residents in cities, and will bring significant experience leveraging design thinking to solve complex problems.

About You

You are a cross-disciplinary creative doer who believes that design is best practiced with others. You believe that government can dramatically improve the lives of others and that design is a key driver in creative problem-solving to achieve improvements. You have practiced design extensively and feel comfortable teaching it to others. You have as much interest in



building tools to generate understanding and alignment as you have around conceptualizing new solutions. You are interested in long-term gains and short term wins in the development of novel ideas. You balance a conviction in knowing when to push boundaries and when to step back, listen, and learn from those around you. You have experience stewarding designed solutions through to production in complex stakeholder-rich contexts. You are able to reframe problems and take a strategic lens. You can explain the “why” behind design colloquially to non-designers with personal anecdotes and possess an ability to productively relate your experiences to what the team is facing. You are interested in and committed to building a design-based innovation community of practice of design throughout your city and around the world.

The Ideal Designer Should:

- Lead the Design Thinking process – research, brainstorming, iterative design, prototype and refine
- Sharing and teaching design thinking methodologies to fellow team members, City partners, and stakeholders as the subject-matter-expert in design
- Acting as methodology expert and facilitator for the most critical innovation teams across the city, supporting them in "raising the bar" of their aspirations
- Responsible for training other managers to perform these roles as well as allowing them to support innovation in their respective departments
- Will provide insights; strategic innovation; promote open innovation
- Introduce group tools and processes that encourage creative thinking
- Foster high-performing project teams dedicated to achieving innovative and inspiring results
- Ability to analyze complex problems, develop and present recommendations, write reports, produce requests for proposals, and implement changes
- Ongoing partnership with a cross-discipline Design Team
- Identify how to solve the problem, selecting agencies and methodologies
- Manage all projects using Design Thinking principles with agile methods ensuring that every project - large or small - starts with customer needs, strategy and a well-defined problem to solve
- Partner with other strategists, analysts, researchers and leaders ... to create Design briefs and set expectations for deliverables
- Help package concepts and insights and present to internal stakeholders in persuasive, articulate and compelling ways -- charismatic storytelling skills are a must
- Be a motivating and inspiring force in the group that gets the best performance out of people
- Ability to test and prototype ideas with stakeholders and end-users



Scope of Project

The City of Long Beach (City), Innovation Team is seeking quotes from one or more qualified professional consultant(s) to develop user centered design & business strategies that place employees and teams at the center of the service/product while balancing civic challenges.

- Create design ideas & visualize solutions that aim to simplify processes & complexity of systems while accounting for complexity of organization & diverse user groups.
- Lead Design Thinking workshops with end users & stakeholders with the goal of driving innovation and modern digital solutions.
- Act as hands-on design expert, shaping concepts & seeing them through from research to detailed prototype (includes team direction & management responsibilities).
- Manage and grow relationships & drive heavy collaboration with multiple stakeholders (both from inside government and outside with city residents) in the project from the beginning to end.
- Build a design-based innovation community of practice of design throughout the city.

Deliverables

- Designing multiple (2-5) co-creation sessions. Including designing the activities, be a lead facilitator, and leading the internal synthesis process after the session
- Report insights and findings of every step of the design thinking process
- Create a design-thinking toolkit for government innovation
- Identifying performance metrics
- Transitioning data collection and analysis to the design thinking process
- Create training/teach sessions with the team on how to:
 - Icebreakers to get everyone in the right mindset
 - Data analysis using user-centered and design-thinking approaches
 - Synthesizing research data into insights
 - Analyze insights using “how might we” questions
 - Create user journeys and develop storyboards
 - Prototype and test idea/concept/hypothesis

The Consultant will work the innovation team. Consultant should demonstrate an understanding of the City of Long Beach and Innovation Team goals and objectives. Experience working with government agencies is desirable, but not required. When a consultant does work under a City purchase order, the Department must have on file valid certificates of insurance, the required endorsements, and terms and conditions for full disclosure.

Additional terms and conditions

As an independent contractor and not an employee, representative or agent of City, Consultant shall have control of Consultant's work and the manner in which it is performed. Consultant shall be free to



contract for similar services to be performed for others during the term of the Purchase Order. Consultant acknowledges and agrees that (a) City will not withhold taxes of any kind from Consultant's compensation; (b) City will not secure workers' compensation or pay unemployment insurance to, for or on Consultant's behalf; and (c) City will not provide and Consultant is not entitled to any of the usual and customary rights, benefits or privileges of City employees. Consultant expressly warrants that neither Consultant nor any of its/his/her employees or agents shall represent themselves to be employees or agents of City.

Terms of payment for services will be detailed in the executed Professional Services Contract. The City shall pay Consultant in due course of payments following receipt from Consultant and approval by City of invoices showing the services or task performed, the time expended (if billing is hourly), and the name of the Project

Required Insurance Coverages

If work is performed on City premises, the selected contractor may be required to obtain and maintain at its expense, until completion of performance and acceptance by City, the City-approved insurance coverages, including General Liability, Professional Liability/Errors and Omissions, and/or Automobile Liability.

This contract will be for a period of 12 months with no extension. Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the City's Purchase Order terms and conditions.

Submission Instructions

Please submit your resume, one page writing sample of how you view design and its role in government, and a portfolio by February 13, 2017 to Harrison.Huynh@longbeach.gov. The selection process may involve an interview and reference checks.

